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Advertising News

Personnel Notes

Charles W. Rice jr., an account executive in public relations at J. Walter Thompson Co., joins American Cyanamid Co. Sept. 3 as advertising and promotion manager for Cyanamid's Creslan acrylic film. M. Keavey, director of domestic advertising for T. W. A., to Erwin Wasey & Co. as an account executive on the KLM account.



RICE

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John A. Ulrich, formerly with Beech-Nut Life Savers, Inc., to Doherty, Clifford, Steers & Shenfield, Inc., as account executive. . . . Allen Rose, vice-President & Varley, Inc., named to handle public relations activities for clients served by the agency's Los Angeles office. . . . A. Byron Reed, formerly with Vassar Co., elected a director of Hollywood-Maxwell Co. and named vice-president for marketing and advertising. . . . Kenneth C. MacDonald, formerly with the Central Intelligence Agency in Washington, to Ketchum, McLeod & Grove, Pittsburgh, as public relations account executive. . . . Richard T. Biedler, formerly with Van Sant, Dugdale & Co., Inc., to as ad manager of the electronics . . . Miss Phyllis Haggerty, formerly with Braniff International Airways, to Jim Nash Associates as public relations director. . . . George M. Heathcote jr., formerly with G. E. Supply Corp., Baltimore, to Spellman Associates, Inc., Boston, as account executive.